9796626 Ver# 7 Status Revised

Rep Order# EC'd Yes

Traffic Order# 31439

Last Received: Printed: 08/21/2012 1:13 PM 08/21/2012 1:41 PM

오,

Showing Buylines: All Rep & Sta Revised Lines

Phone# Buyer Estimate# Product Advertiser Station WWSB-TV SARASOTA,FL 1617 OBAMA FOR AMERICA Katie Keuleman) POLITICAL

Fax#

Hiatus Weeks Flight Dates Agency C/P1/P2/E WASHINGTON, DC 20007 () GMMB 3050 K ST NW 08/18/2012 - 08/31/2012 95/101/1617

Agency

Salesperson (Sales Office (Rep Firm) WASHINGTON) BRAD PHILIPPS

Salesperson FAX# Salesperson Phone# 202-955-5342 202-955-5348

-- CONTRACT COMMENT --

COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TOO RACE OR ETHNICITY. CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN

-- REMARKS --

MG FOR LN 4 SHOWN ON LN 6

PLEASE CNFM, THANKS

| | | | | | | | - | LT |
|----------|--|--------------------------------------|--------------------------|----------------------------|----------------------------|--------------------------|---|--------------------------|
| | | | * 6 | | | * | - | ln Day |
| V7 Added | [MKGD FOR SPOTS MISSED ON LN #4: 8/18(I/WK)] | Sales Re | W-F | V7 Effec | [MADE-GO | SA | 1 | Day |
| | | Sales Remark: V7 MG FOR LN 4 1X 8/18 | 7P-730P | V7 Effective Dates Changed | [MADE-GOOD BY LINE(S) 6 5] | 7P-730P | 1 | Time |
| | | | 7P-730P WHEEL OF FORTUNE | s Changed | E(S) 6 5] | 7P-730P WHEEL OF FORTUNE | | Program |
| | | | :30 | | | :30 | | Len |
| | | | \$400.00 | | | \$400.00 | | Rate |
| | | | 08/22-08/24 | | | 08/18-08/25 | | Dates |
| | | | ц | | | 0 | | Spots/Week # of Weeks |
| | | | μ | | | 0 | 1 | # of Weeks |
| | | | н | | | 0 | 1 | Total Spots |
| | | | \$400.00 | | | \$0.00 | | Total Cost |
| | | | | | | | 1 | Daypart |

--- REPORT TOTALS---

Report Totals: 1 / \$400.00

-SALES MONTHLY TOTALS-

Lines not sent/rcld/rtrn: 0 / \$0.00 Station Totals: 24 / \$10,400.00 Sales Totals: 24 / \$10,400.00 Aug I2: 13 / \$5,600.00

> Sep 12: 11 / \$4,800.00

| 9796626 Ver# 7 Status Revised Traffic Order# 31439 Printed: 08/21/2012 1:41 PM Last Received: 08/21/2012 1:13 PM Last Received: 08/21/2012 1:13 PM WSB-TV SARASOTA,FL Agency () GMMB Showing Buylines: All Rep & Sta Revised Lines () POLITICAL 3050 K ST NW Sales Office (Sales Office | Phone# Fax# | e. | Product | Advertiser | Station W | Rep Order# EC'd Yes |
|---|------------------|--|----------------------|--------------|-------------|---|
| 7 Status Revised Traffic Order#31439 Printed: 08/21/2012 1:41 PM Last Received: 08/21/2012 1:13 PM Showing Buylines: All Rep & Sta Revised Lines Agency () GMMB 3050 K ST NW WASHINGTON, DC 20007 Agency C/P1/P2/E 95/101/1617 Flight Dates 08/18/2012 - 08/31/2012 Hilatus Weeks Printed: 08/21/2012 1:13 PM Showing Buylines: All Rep & Sta Revised Lines Rep Firm Sales Office (Salesperson Phone | | 1617 Katie Keuleman | OBAMA FOR A | () POLITI | WSB-TV SARA | |
| Traffic Order# 31439 | | | MERICA | CAL | SOTA,FL | Ver# 7 |
| Printed: 08/21/2012 1:41 PM Last Received: 08/21/2012 1:13 PM Showing Buylines: All Rep & Sta Revised Lines Rep Firm Sales Office (Salesperson Phone Salesperson FAX# | | | | | | Status Revised |
| Printed: 08/21/2012 1:41 PM Last Received: 08/21/2012 1:13 PM ing Buylines: All Rep & Sta Revised Lines Rep Firm Sales Office (Salesperson (Salesperson Phone Salesperson FAX# | 66 | Agency C/P1/P2/E 95/101/1617 Flight Dates 08/18/2012 - 08/31/ | WASHINGTON, DC 20007 | 3050 K ST NW | | v |
| | | 2012 | | | | Printed: Last Received: howing Buylines: All |
|) WASH) BRAD) BRO2- # 202- | Salesperson FAX# | Salesperson Phone | | $\widehat{}$ | Rep Firm | 08/21/2012 1:41 PM 08/21/2012 1:13 PM Rep & Sta Revised Lines |
| Ø Z | | # 202-955-5342 |) BRAD PHILIPPS |) WASHINGTON | | |
| 2 of 2 | | | | | | 2 of 2 |

Books Demos

nu11 RA35+ ---COMPETITIVE---

Market Totals

\$403,101

CABL

% %

UNKN

0% 22%

WBSV 18 WTTA 38

WFLA WTVT

23% 26%

WFTS 18% WWSB 2%